

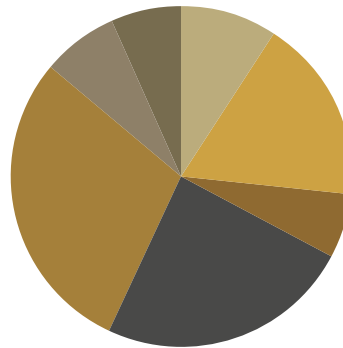


CITY OF KERRVILLE

TEXAS

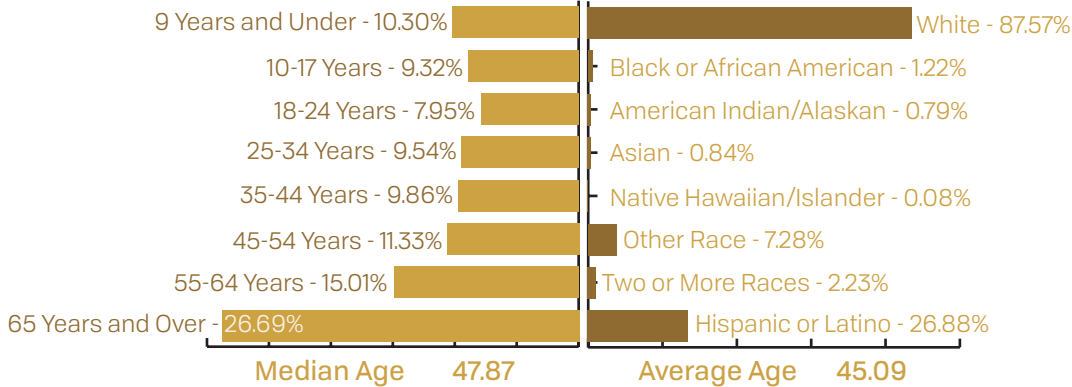


POPULATION
155,741
2019 Estimated Secondary Retail
Trade Area Population



| | |
|-----------------------------|-------|
| Graduate or Professional | 9.2% |
| Bachelor's Degree | 19.1% |
| Associate Degree | 6.6% |
| Some College, No Degree | 24.0% |
| High School Graduate | 28.6% |
| Some High School, No Degree | 6.7% |
| Less than 9th Grade | 5.7% |

AGE DISTRIBUTION AND RACE



HOUSEHOLD INCOME

AVERAGE HOUSEHOLD INCOME

\$ 7 8 , 0 1 3

MEDIAN HOUSEHOLD INCOME

\$ 5 5 , 2 1 6

PER CAPITA INCOME

\$ 3 3 , 1 8 5

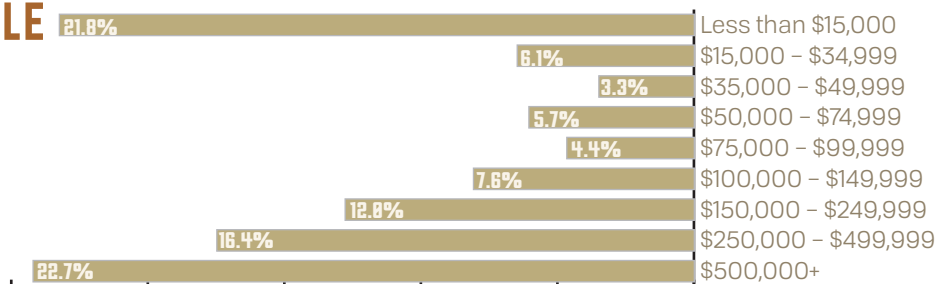
NET WORTH PROFILE

MEDIAN NET WORTH

\$156,380

AVERAGE NET WORTH

\$903,843



OPPORTUNITY IN KERRVILLE



Clothing & Accessory Stores

Sales Leakage = \$87,950,186



Sporting Goods Stores

Sales Leakage = \$30,290,229



Food Service & Drinking Places

Sales Leakage = \$237,557,852



Potential Retail Sales

\$ 2,551,665,370



Actual Sales

\$ 775,509,682



Sales Leakage

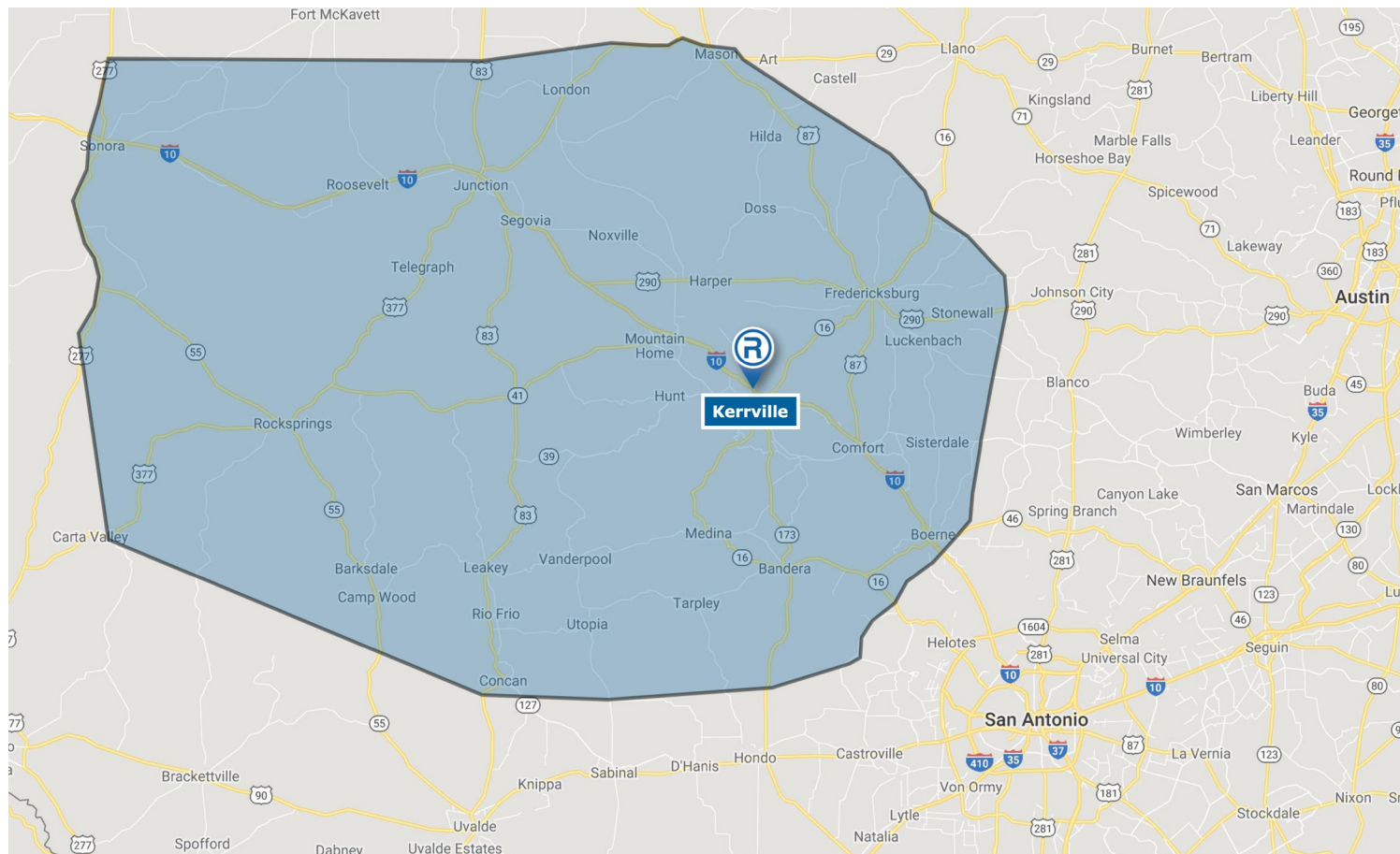
\$ 1,776,155,688

Mark L McDaniel,
City Manager
701 Main Street
Kerrville, Texas 78028

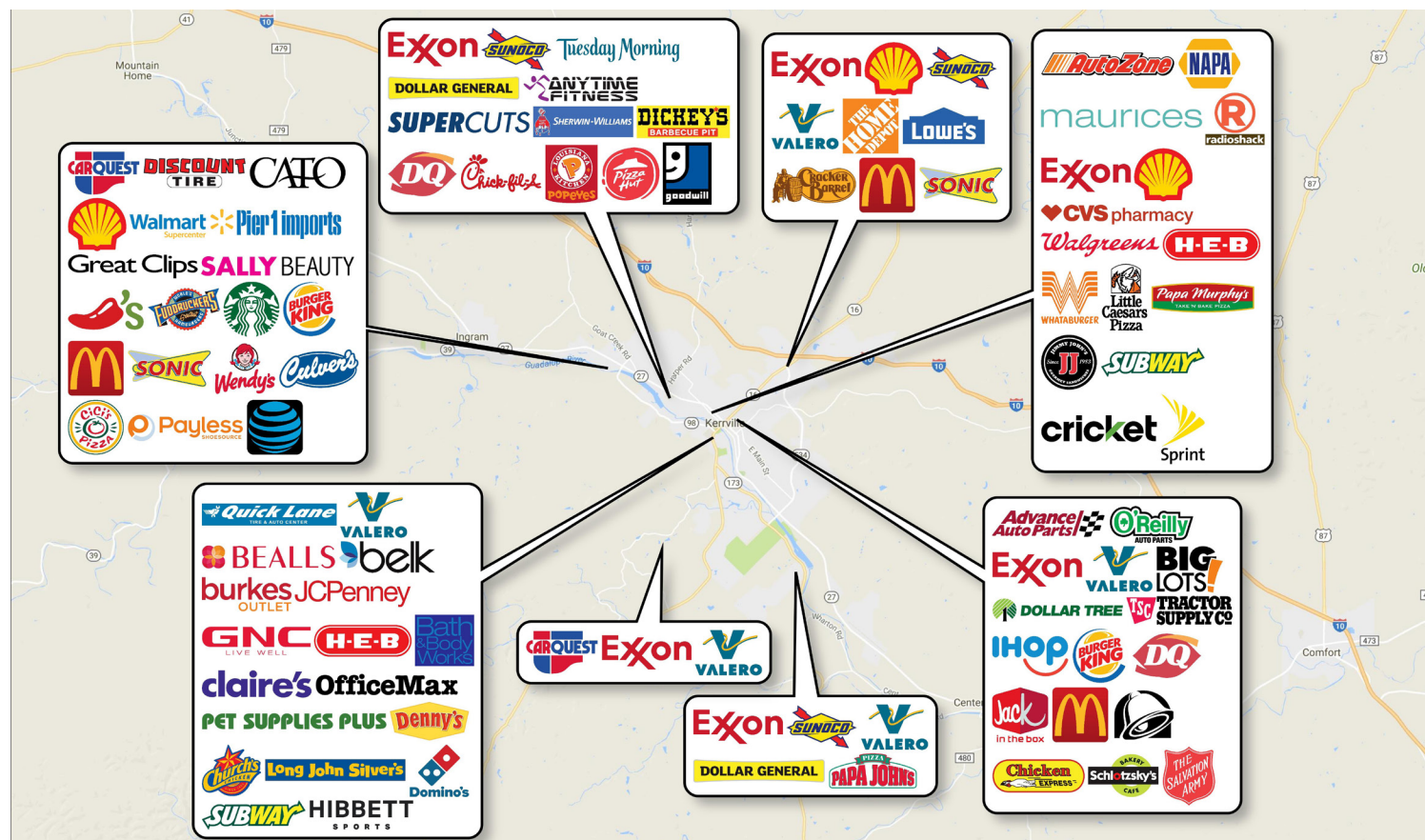
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SECONDARY RETAIL TRADE AREA



EXISTING RETAIL



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